



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/27 thru 07/03.

(prices in dollars per carton)

Fri. Jun 27, 2008

## SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		22.9% of 18,000 stores				38.2% of 18,000 stores				23.3% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA			110   1.54 130   2.50				1,350   1.17 50   1.99		100   2.39		160   0.74 260   1.95	
	White 12 pack												
	White 18 pack												
	Brown 12 pack			800   1.15 150   2.40				1,400   1.34 440   1.77				420   1.06 400   1.49 50   1.25	
	USDA GRADE A												
	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	USDA ORGANIC			490   4.36				1,230   3.50				310   3.10	
	White 12 pack												
	Brown 12 pack												
	OMEGA-3	130   2.67	1,160   2.61	50   3.19	630   2.49 600   2.62	790   2.44	950   2.40 20   1.81						
	White 12 pack												
	Brown 12 pack												
	CAGE-FREE			80   2.49 730   2.46				260   2.22 930   2.55				670   2.53 1,490   2.53	
	White 12 pack												
Brown 12 pack													

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,190	3,240	1,390	Large Eggs on Jun-23-2008 378.7
Specialty	2,590	3,700	4,230	
Total (includes MD)	3,870	6,950	5,620	unchanged 0%
Special Rate 4/:	3.2%	5.2%	3.0%	

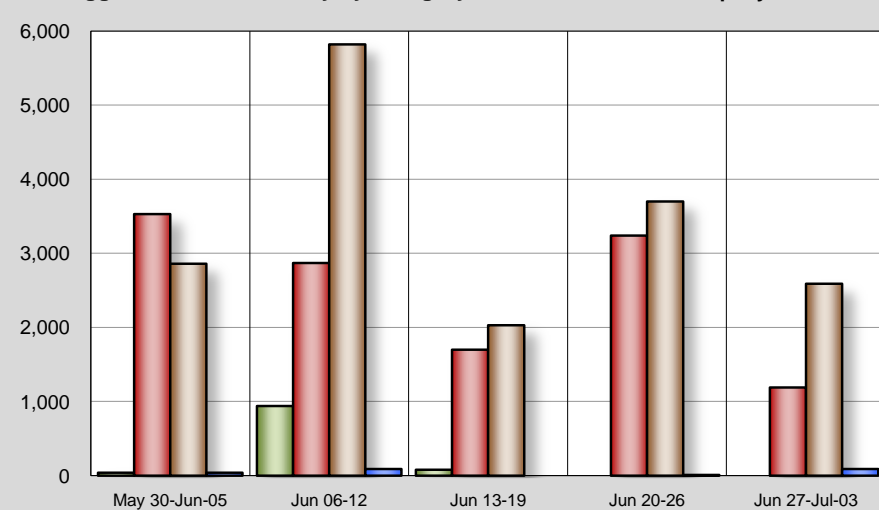
5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

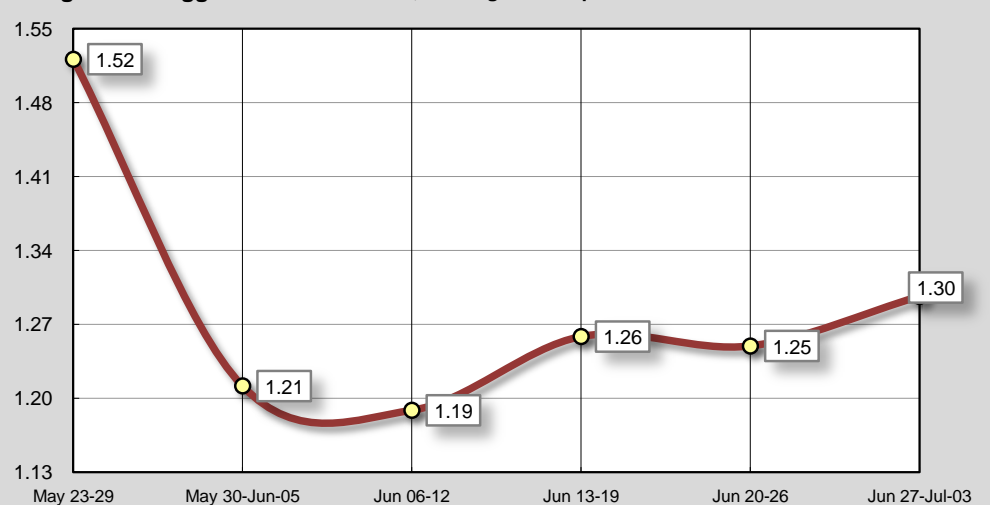
Promotional activity on regular shell eggs is down sharply from last week and year. The average price of Large white eggs, Grade A or better, is higher than a week ago but is based on much fewer promotions. Ads for specialty eggs are not as prevalent as last week and dramatically less than a year ago. Omega-3 white eggs are predominately featured this cycle. Liquid eggs ads are fewer in number and 32 oz cartons are hard to find this week. Featuring of shell eggs has entered a dull period following very good activity in recent weeks. However, the approaching Fourth of July holiday should provide an excellent opportunity for retailers to promote eggs for picnic-related egg dishes

## Shell Egg Promotional Activity by Category

XL LG Spclty Med



## Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		44.1% of 3,900 sampled outlets Activity Index = 1,750 (includes Medium)							9.7% of 4,900 sampled outlets Activity Index = 200 (includes Medium)							27.7% of 3,000 sampled outlets Activity Index = 840 (includes Medium)						
CLASS		EXTRA LARGE			LARGE				EXTRA LARGE			LARGE				EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.59 - 1.69	20	1.63															
	MEDIUM	White 12 pack							White 12 pack							White 12 pack						
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				2.50	130	2.50					1.69	90	1.69					0.69 - 3.98 1.77	590 20	1.05 1.77	
	MEDIUM	White 12 pack White 30 pack							White 12 pack White 30 pack			1.00 10 1.00				White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				5.00	210	5.00					3.49 - 3.69	100	3.63					3.69	20	3.69	
	OMEGA-3 White 12 pack Brown 12 pack	2.59 - 2.99	130	2.67	2.49 - 2.99	930	2.62												2.50	210	2.50	
	CAGE-FREE White 12 pack Brown 12 pack				2.49 - 2.99	330	2.67															
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		21.1% of 3,000 sampled outlets Activity Index = 750 (includes Medium)							13.0% of 2,300 sampled outlets Activity Index = 150 (includes Medium)							19.9% of 900 sampled outlets Activity Index = 180 (includes Medium)						
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.50	60	1.50					1.50 - 1.89 2.50	10 130	1.70 2.50					1.50	20	1.50	
	MEDIUM	White 12 pack							White 12 pack							White 12 pack			1.67 #####			1.67
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.98 - 1.50	120	1.19															
	MEDIUM	White 12 pack White 30 pack							White 12 pack White 30 pack							White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.99 - 4.49	80	4.14												3.99	80	3.99	
	OMEGA-3 White 12 pack Brown 12 pack				3.00	20	3.00															
	CAGE-FREE White 12 pack Brown 12 pack				2.49 2.19 - 3.49	80 390	2.49 2.29					2.00	10	2.00								

Note: See page 1 for explanatory notes.



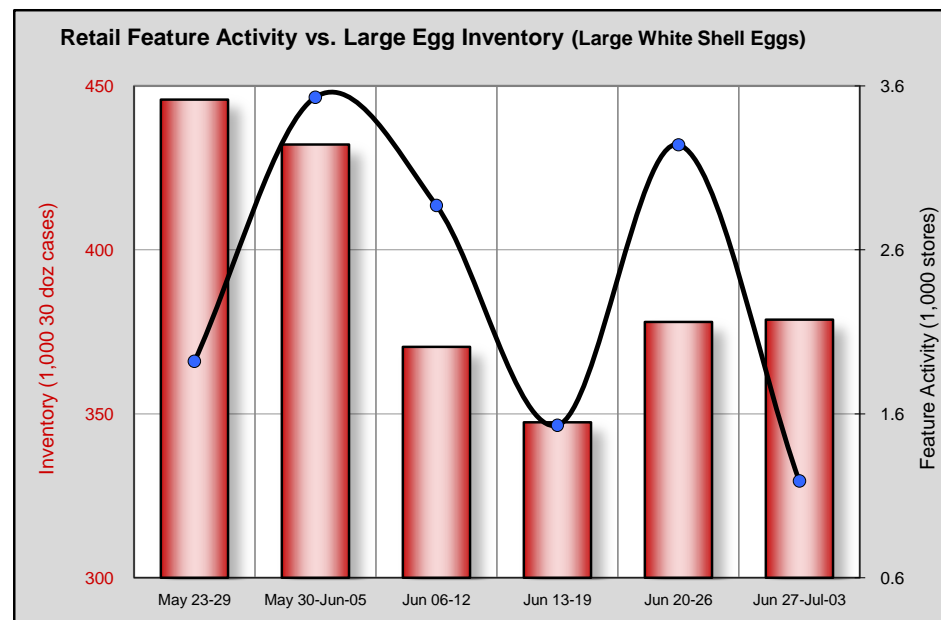
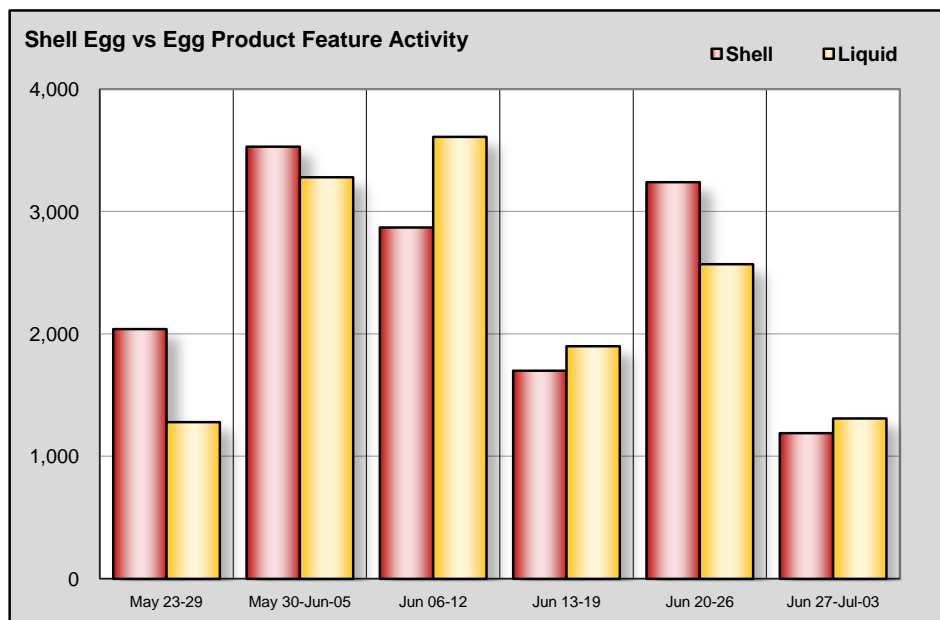
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	5.8%	13.2%	16.9%	12.1% of 3,900 sampled		3.1% of 4,900 sampled		13.1% of 3,000 sampled		1.2% of 3,000 sampled		0.0% of 2,300 sampled		0.0% of 900 sampled	
2/ Activity Index	1,310	2,570	3,000	Activity Index = 730		Activity Index = 150		Activity Index = 390		Activity Index = 40		Activity Index = 0		Activity Index = 0	
	Stores	Avg <sup>3/</sup>	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>
14-16 oz. crtn	860	2.67	1,370	2.93	1,630	2.40	2.50 - 3.00	280	2.75	2.79 - 3.50	150	3.00	2.27 - 3.28	390	2.53
32 oz. crtn			420	4.20	900	3.89									
3 - 4 oz. cup	450	3.03	780	2.36	330	2.20	2.50 - 3.50	450	3.03						
2 - 8 oz. cup					140	3.00									



Note: See page 1 for explanatory notes.